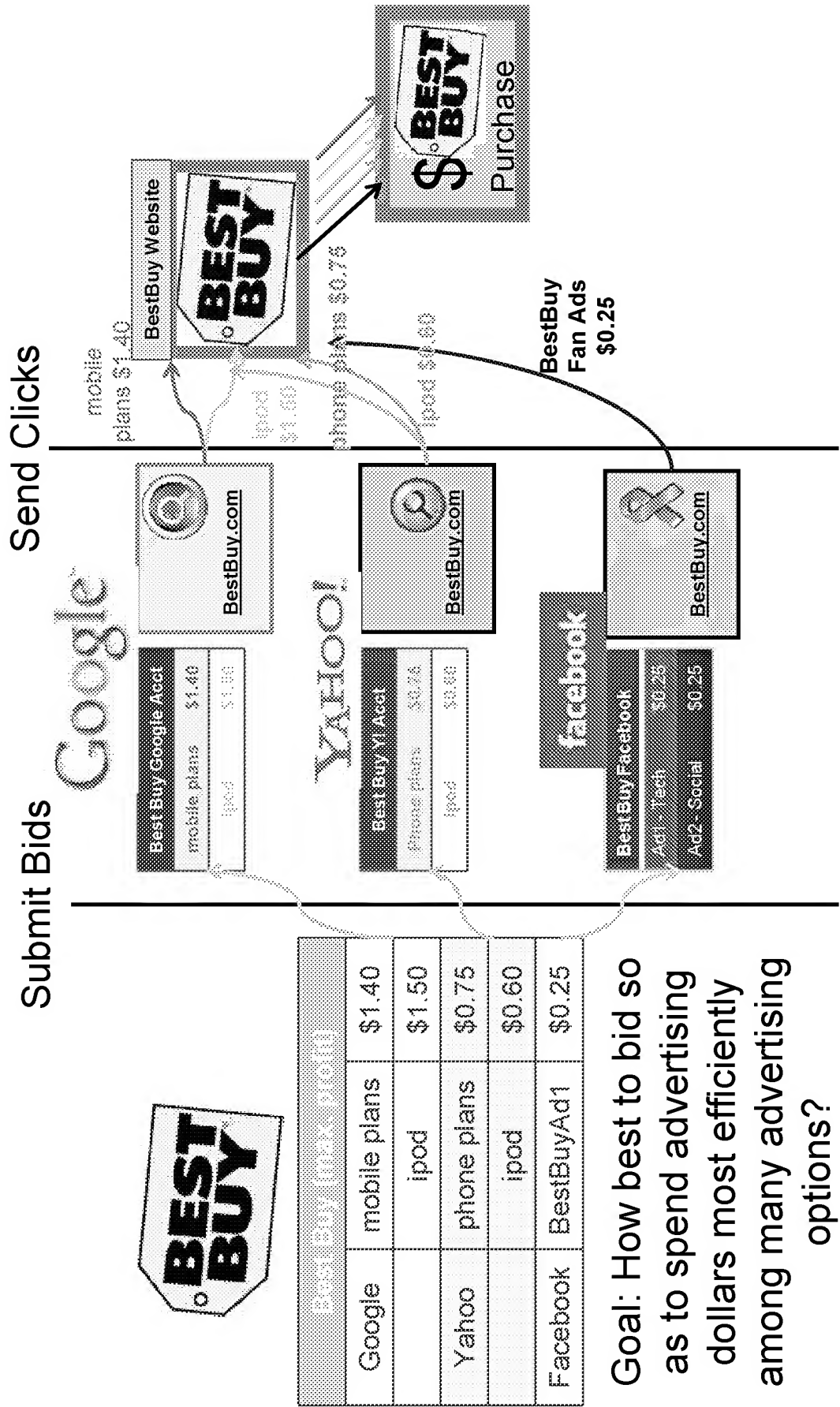


Appendix



Best Buy (max. profit)							
Marketplace	Biddable Ads	Bid	Impressions	Clicks	Cost	Position	Revenue
Google	mobile plans	\$1.40	10000	100	\$140	3.2	\$2000
	ipod	\$1.50	5000	75	\$110	2.1	\$1200
Yahoo	phone plans	\$0.90	2000	70	\$60	2.3	\$1000
	ipod	\$1.00	1200	80	\$70	1.1	\$800
Facebook	BestBuyAd1	\$0.35	12000	30	\$10	2.0	\$400